

WCPO WCPO wcpo.com

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ORDER

Flight Dates 09/18/12-09/24/12

<u>Order Sep</u> 00:20:00

Order Share %

Product Estimate # Week # 7

Contract / Revision 311257 / Candidate. Week # 7 9.18-9.24.12 Alt Order #

Original Date / Revision Agency Com 15% Billing Type Cash

09/17/12 09/21/12 Billing Contact Order Type GENERAL

Advertiser Friends of Brown / Democra Billing Cycle EOM/EOC

1831 Chestnut Street Billing Calendar BROADCAST

Philadelphia, PA 19103

Demographic A35+

Agency Shorr Johnson Magnus Rev Codes POL POL CAND

Buying Contact Sales Office EWSDC Product Codes PL

1831 Chestnut Street Sales Region NAT Priority P-3

Philadelphia, PA 19103 Agency Ref Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Craci Criaro 70	market value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Market Value

Order Totals Billing Plan

 Month
 # of Spots
 Net Amount Gross Amount
 Rating
 Start Date
 End Date
 # Spots
 Net Amount Gross Amount

 September 2012
 38
 \$24,203.75
 \$28,475.00
 0.00
 08/27/12
 09/24/12
 38
 \$24,203.75
 \$28,475.00

Totals 38 \$24,203.75 \$28,475.00 0.00

										Tota	ıls
Ln Ch St	tart End	Inventory Code	Break	Start/End T	ime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
N 1 WCPO 09/	18/12 09/24/12	M-F GMA 7-9am	CM	7-9a	MTWTF	:30	8	\$400.00 P-3	0.00 NM	10	\$4,000.00
		M-F GMA 7-9am									
Start Da	ate End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/17/1	2 09/23/12	- TWTF	8	\$400.00	0.00						
Week: 09/24/1	2 09/30/12	M	2	\$400.00	0.00						
N 2 WCPO 09/	18/12 09/24/12	M-F GMTS 6-7a	CM	6-7a	MTWTF	:30	4	\$400.00 P-3	0.00 NM	5	\$2,000.00
		M-F GMTS 6-7a									
Start Da	ate End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/17/1	2 09/23/12	- TWTF	4	\$400.00	0.00						
Week: 09/24/1	2 09/30/12	M	1	\$400.00	0.00						
N 3 WCPO 09/	18/12 09/24/12	M-F 730-8p	СМ	M-F 730-8p	MTWTF	:30	4	\$500.00 P-3	0.00 NM	5	\$2,500.00

Print Date: 09/24/12

Page 2 of 2





Contract / Revision 311257 Flight Dates 09/18/12-09/24/12 Hiatus Dates

<u>Original Date / Revision</u> 09/17/12/ 09/21/12 <u>Order Sep</u> 00:20:00

Advertiser Friends of Brown / Democr Product Candidate. Week # 7 9.18-9 Estimate # Week # 7

Inventor Code Start End Date Start Code Spot Start Code Spot Start Code Spot												Tota	als
Siart Date	Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type		
Week: 09474712 09304712 0747472 07474712 0747				730-8p Let's Ask	America								_
N 4 WCPO 09/18/12 09/24/12													
N 4 WCPO 09/18/12 09/24/12 SA 730-8p SA 73													
Start Date Find Date Week 1987/17 2 09/24/12						-							
Mesk: 09/17/12 09/24/12 09/	N 4 WCPO	09/18/1	2 09/24/12	•	СМ	730-758p	S-	:30	1	\$400.00 P-3	0.00 NM	1	\$400.00
Week: 09/24/12 09/24/12 09/24/12 M-F 7-730p	Sta	rt Date	End Date		Spots/Week	Rate	Rating						
N 5 WCPO 09/18/12 09/24/12 M-F 7-730p				2									
T-730p The List Week 0917712 0923/12 Week 0917712 0918/1						-							
Week: 09/17/12 09/23/12 17WIFF-	N 5 WCPO	09/18/1	2 09/24/12		СМ	M-F 7-730pı	m MTWTF	:30	4	\$500.00 P-3	0.00 NM	5	\$2,500.00
New Copy C	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
N 6 WCPO 09/18/12 09/24/12													
Start Date End Date Weekdays Spots/Week Rate Rating Soloton						-							
Week: 09/17/12 09/23/12	N 6 WCPO	09/18/1	2 09/24/12	•	СМ	658-730p	S-	:30	1	\$500.00 P-3	0.00 NM	1	\$500.00
Week: 09/12/1/2	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
N 7 WCPO 09/18/12 09/24/12 Monday Prime C CM 10-11p M 30 1 \$3,000.00 P-3 0.00 NM 1 \$3,000.00				S-									
Monday Prime C Week: 09/17/12 O9/23/12 O9/23/12						\$0.00							
Week: 09/74/12	N 7 WCPO	09/18/1	2 09/24/12		СМ	10-11p	М	:30	1	\$3,000.00 P-3	0.00 NM	1	\$3,000.00
Week: 09/24/12 09/30/12 M8-10p Dancing	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
N 8 WCPO 09/18/12 09/24/12 M8-10p Dancing	Week: 09/	17/12	09/23/12		0	\$0.00	0.00						
M8-10p Dancing Week: 09/17/12 09/23/12 Weekdays Spots/Week Rate Spots/Week Spots	Week: 09/2	24/12	09/30/12	M	1	\$3,000.00	0.00						
Week: 09/17/12 Week: 09/24/12 09/23/12 09/30/12 0 \$0 \$0.00 0.00 0.00 0.00 N 9 WCPO 09/18/12 09/24/12 M-SU 11p Late News M-SU 11p Late News CM 11-1135p MTWTF-S :30 4 \$900.00 P-3 0.00 NM M-SU 11p Late News 6 \$5,400.00 Start Date Week: 09/17/12 09/23/12 Week: 09/24/12 09/30/12 M 1 \$900.00 0.00 Rating Mesh: 09/24/12 09/30/12 M S 5 \$900.00 0.00 0.00 N10 WCPO 09/18/12 09/24/12 09/24/12 Week: 09/17/12 09/23/12 Week: 09/24/12 09/30/12S 1 \$375.00 0.00 SU GMTS 8-9a SU GMTS 8	N 8 WCPO	09/18/1	2 09/24/12		СМ	8-10p	M	:30	1	\$7,000.00 P-3	0.00 NM	1	\$7,000.00
Week: 09/24/12 09/30/12 M	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
N 9 WCPO 09/18/12 09/24/12 M-SU 11p Late News CM 11-1135p MTWTF-S :30 4 \$900.00 P-3 0.00 NM	Week: 09/	17/12	09/23/12		0	\$0.00	0.00						
M-SU 11p Late News Rating Week: 09/17/12 09/23/12 09/23/12 TWTF-S 5 \$900.00 0.00 0.00	Week: 09/2	24/12	09/30/12	M	1	\$7,000.00	0.00						
Week: 09/17/12 09/23/12 09/30/12 -TWTF-S 1 \$900.00 5 \$900.00 0.00 N10 WCPO 09/18/12 09/24/12 SU GMTS 8-9a CM 8-9a S :30 1 \$375.00 P-3 0.00 NM 1 \$300.00 P-3	N 9 WCPO	09/18/1	2 09/24/12	•		11-1135p	MTWTF-S	:30	4	\$900.00 P-3	0.00 NM	6	\$5,400.00
Week: 09/24/12 09/30/12 M 1 \$900.00 0.00 N10 WCPO 09/18/12 09/24/12 SU GMTS 8-9a CM 8-9a S :30 1 \$375.00 P-3 0.00 NM 1 \$375.00 Start Date Week: 09/17/12 09/23/12 09/23/12 09/23/12 09/23/12 09/24/12 SU GMA 7-8a SU GMA 7-8a CM 7-8a S :30 1 \$300.00 P-3 0.00 NM 1 \$300.00 N11 WCPO 09/18/12 09/24/12 09/23/12 09	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
N10 WCPO 09/18/12 09/24/12 SU GMTS 8-9a CM 8-9aS :30 1 \$375.00 P-3 0.00 NM 1 \$375.00 P-3	Week: 09/	17/12			5		0.00						
Start Date End Date Weekdays Spots/Week Rate Rating 0.00	Week: 09/2	24/12	09/30/12	M									
Week: 09/17/12	N10 WCPO	09/18/1	2 09/24/12		СМ	8-9a	S	:30	1	\$375.00 P-3	0.00 NM	1	\$375.00
Week: 09/24/12	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
N11 WCPO 09/18/12 09/24/12 SU GMA 7-8a CM 7-8aS :30 1 \$300.00 P-3 0.00 NM 1 \$300.00 P-3	Week: 09/	17/12	09/23/12	S	1	\$375.00	0.00						
SU GMA 7-8a Start Date End Date Weekdays Spots/Week Rate Rating Su GMA 7-8a Su GMA	Week: 09/2	24/12	09/30/12		0								
Week: 09/17/12 09/23/12 S 1 \$300.00 0.00 Week: 09/24/12 09/30/12 S 0 \$0.00 0.00 N12 WCPO 09/18/12 09/24/12 M-F 12-1p News CM 12-1p MTWTF :30 1 \$500.00 P-3 0.00 NM 1 \$500.00 Start Date Week: 09/17/12 End Date O9/23/12 Weekdays O9/23/12 Spots/Week Rate O9/00 Rating O9/00 0.00 0.00	N11 WCPO	09/18/1	2 09/24/12		СМ	7-8a	S	:30	1	\$300.00 P-3	0.00 NM	1	\$300.00
Week: 09/17/12 09/23/12 S 1 \$300.00 0.00 Week: 09/24/12 09/30/12 S 1 \$300.00 0.00 N12 WCPO 09/18/12 09/24/12 M-F 12-1p News CM 12-1p MTWTF :30 1 \$500.00 P-3 0.00 NM 1 \$500.00 Start Date Week: 09/17/12 End Date O9/23/12 Weekdays O9/23/12 Spots/Week Rate O9/00 Rating O9/00	Sta	rt Date	End Date		Spots/Week	Rate	Rating						
N12 WCPO 09/18/12 09/24/12 M-F 12-1p News CM 12-1p MTWTF :30 1 \$500.00 P-3 0.00 NM 1 \$500.00 M-F 12-1p News Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 0 \$0.00 0.00					1								
M-F 12-1p News Start Date End Date Weekdays Spots/Week Rate Rating 0 \$0.00 0.00	Week: 09/2	24/12	09/30/12		0	\$0.00	0.00						
Week: 09/17/12 09/23/12 0 \$0.00 0.00	N12 WCPO	09/18/1	2 09/24/12	•	СМ	12-1p	МГЖГБ	:30	1	\$500.00 P-3	0.00 NM	1	\$500.00
Week: 09/17/12 09/23/12 0 \$0.00 0.00	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				j		
	Week: 09/2	24/12	09/30/12	M	1	\$500.00	0.00						